

## **ABSTRACT**

A digital photofinishing system comprising a digital processor, a printer and means for feeding print media to the printer from a roll of the print media, the digital processor being arranged to receive digitised data that is  
5 representative of a photographic image and to process the data in a manner to generate a printer drive signal that is representative of the photographic image, the printer being coupled to the digital processor and arranged to process the drive signal and effect page-width printing of the photographic image on the print media as it is fed directly to the printer  
10 from the roll, and the printer incorporating at least one print head assembly that is arranged to provide for printing of the print media with a feed rate up to 2 metres per second.